Competence Profile for BA in Information Management

The BA in Information Management graduate will obtain a general understanding and knowledge of Information Science, Organization Studies, Communication Studies, Information Systems Research, and their interplay from the perspective of organizational management in an increasingly digitalized environment. This orientation further considers the overall strategy of Copenhagen Business School with a particular emphasis on the increased role of organizational innovativeness and the links between the business and societal concerns.

Based on these broad competencies, the programme qualifies the successful graduate to perform professional tasks and functions to connect people, processes, and information in companies and organizations with a specific view to creation, sharing and communication of data, information and knowledge.

Specifically, the BA(im) Programme qualifies the successful graduate to:

- analyze evolving organizational settings with an analytical focus on how data, information and communication can be used effectively in the work practices
- identify how digital support for online social networking, content management, electronic means of communication and collaboration can successfully be employed in organizations
- analyze information use and information flows of organizational work practices
- conceptualize information architecture and information design to support organizational processes
- facilitate knowledge exchange and knowledge management
- support information systems implementation to ensure effective information use
- identify and develop recommendations and plans for action and strategy formation, thereby supporting and contributing to strategic processes and other organizational goals
- participate in and manage projects in cooperation with organizations; and to
- communicate professionally in English and co-operate successfully with people of different professional backgrounds.

As a basis for the above competencies, the successful graduate will have:

- an integrated core competency in management of information, communication and knowledge
- solid and critical understanding of the potential for and limitations to information use, sharing and management posed by information and communication technologies
- solid and critical understanding of contemporary issues and innovations in a digitalizing, globalized and networked environment of organizations and corporations in the knowledge society
- a solid foundation in academic analysis, interdisciplinary research methods, organization theory, theories of information and knowledge management, communication theory and informatics
- the ability to select the most useful theories and methodologies to analyse a given problem, derive analytical insights and propose solutions
- the ability to work across disciplines and departments
- the ability to work in a project-oriented and process-oriented manner